I claim:

1. A system for generating an URL string including an URL to a web page having at least one coupon related to a program and text identifying said at least one coupon related to said program and activating an URL hyperlink to said web page having said at least one coupon related to said program comprising:

data entering means for entering said URL to said web page having said at least one coupon related to said program;

generating means for generating said URL string including said URL to said web page having said at least one coupon related to said program and said text identifying said at least one coupon related to said program;

program signal transmitting means for transmitting said URL string to program signal receiving means;

said program signal receiving means for receiving said URL string;

display means for displaying said text identifying said at least one coupon related to said program and

activating means for activating said URL hyperlink to said web page having said at least one coupon related to said program.

2. A system according to claim 1 further comprising:

printing means for printing said at least one coupon from said web page.

3. A method for generating an URL string including an URL to a web page having at least one coupon related to a program and text identifying said at least one coupon related to said program comprising the steps of:

entering via data entering means said URL to said web page having said at least one coupon related to said program and

generating via generating means said URL string including said URL to said web page having said at least one coupon related to said program and said text identifying said at least one coupon related to said program.

4. A method according to claim 3 wherein

said program comprises an advertisement.

5. A method according to claim 3 wherein

said entering via said data entering means comprises selecting from a database of brand names and associated URLs to web pages having respective one or more brand name coupons a brand name of interest whereupon

the URL associated with the selected brand name is automatically entered via said data entering means.

6. A method according to claim 3 wherein

said entering via said data entering means comprises selecting from a database of brand names and associated URLs to web pages having respective one or more brand name coupons a brand name of interest whereupon

"[Brand Name] Coupon" is automatically generated as said text identifying said at least one coupon related to said program.

7. A method according to claim 3 wherein

said data entering means and generating means comprise website means.

8. A method according to claim 3 wherein

said URL string further includes a date/time attribute specifying expiration date and/or time information for said URL to said web page.

9. A method according to claim 3 wherein

said URL string further includes at least one URL or HTML instruction.

10. A method according to claim 3 wherein

said text identifying said at least one coupon related to said program comprises hyperlink text.

11. A method according to claim 3 further comprising the step of:

downloading said URL string to program signal transmitting means for transmitting said URL string to program signal receiving means.

12. An apparatus having program signal receiving means for receiving program signals, display means for displaying text and activating means for activating an hyperlink to a program-related URL comprising:

said program signal receiving means for receiving an URL string including an URL to a web page having at least one coupon related to a program and text identifying said at least one coupon related to said program;

said display means for displaying said text identifying said at least one coupon related to said program and

said activating means for activating said hyperlink to said URL to said web page having said at least one coupon related to said program.

13. An apparatus according to claim 12 wherein

said program comprises a video program.

14. An apparatus according to claim 12 wherein

said program comprises an audio program.

15. An apparatus according to claim 12 wherein

said program signal receiving means comprises tuner means.

16. An apparatus according to claim 12 wherein

said program signal receiving means for receiving said URL string

comprises VBI, Line 21 receiving means.

17. An apparatus according to claim 12 wherein

said program signal receiving means comprises storage medium means.

18. An apparatus according to claim 12 wherein

said display means comprises hypertext display means for displaying said

text identifying said at least one coupon related to said program as hypertext.

19. An apparatus according to claim 12 wherein

said URL string further includes a date/time attribute specifying the date

and/or time said URL to said web page having said at least one coupon related to

said program expires and

said display means further comprises means for displaying said text

identifying said at least one coupon related to said program until the expiration

date and/or time specified by said date/time attribute.

20. An apparatus according to claim 12 further comprising:

printing means for printing said at least one coupon related to said

program from said web page.